

## ORDER



**SPOKANE  
COEUR D'ALENE**

**Orders**

**Order / Rev:** 168734

**Alt Order #:** 08359640

**Product Desc:** MIKE CRAPO FOR SENAT

**Estimate:** 140

**Flight Dates:** 09/12/16 - 11/04/16

**Original Date / Rev:** 09/06/16 / 09/06/16

**Order Type:** GENERAL

KXLY4.2

**Primary AE:** MATT WURM

**Sales Office:** H-DC

**Sales Region:** NATL

**Agency**

**Name:** Sandler & Innocenzi

**Buying Contact:**

**Billing Contact:**

705 Prince Street

Alexandria, VA 22314

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** EOM/EOC

**Agency Commission:** 15%

**Advertiser**

**Name:** Crapo for Senate ID (R)

**Demographic:** HH

**Product Codes:** PL Candidate

**Priority:** P-3

**Revenue Codes:** AGY, GEN, GEN

**New Business Thru:**

**Order Separation:** 00:15:00

**Advertiser External ID:**

**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/29/16	09/25/16	44	\$380.00	\$323.00
09/26/16	10/30/16	110	\$950.00	\$807.50
10/31/16	11/04/16	22	\$190.00	\$161.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2016	44	\$380.00	\$323.00	0.00
October 2016	110	\$950.00	\$807.50	0.00
November 2016	22	\$190.00	\$161.50	0.00
<b>Totals</b>	<b>176</b>	<b>\$1,520.00</b>	<b>\$1,292.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
MATT WURM			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KXLY4.2	10%	\$1,520.00
Market	100%	\$15,200.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAYU	6%	\$912.00
KBGC	0%	\$0.00
KCDT	0%	\$0.00
KGPX	0%	\$0.00
KHQ	37%	\$5,624.00
KREM	39%	\$5,928.00
KSKN	0%	\$0.00
KSPS	0%	\$0.00
KUID	0%	\$0.00
KWSU	0%	\$0.00
KXLY	8%	\$1,216.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KXLY2	09/19/16	11/04/16	1-2p	CM	1-2p	MTWTF--	:30	4	\$5.00	P-3	0.00	NM	24	\$120.00
M-F 1-2p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						

Order / Rev: 168734  
Alt Order #: 08359640  
Flight Dates: 09/12/16 - 11/04/16

Advertiser: Crapo for Senate ID (R)  
Product Desc: MIKE CRAPO FOR SENAT  
Estimate: 140  
**KXLY4.2**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KXLY2	09/19/16	11/04/16	1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	4	\$5.00	P-3	0.00	NM	24	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/19/16	09/25/16	MTWTF--		4			\$5.00			0.00			
		Week: 09/26/16	10/02/16	MTWTF--		4			\$5.00			0.00			
		Week: 10/03/16	10/09/16	-----		0			\$0.00			0.00			
		Week: 10/10/16	10/16/16	MTWTF--		4			\$5.00			0.00			
		Week: 10/17/16	10/23/16	MTWTF--		4			\$5.00			0.00			
		Week: 10/24/16	10/30/16	MTWTF--		4			\$5.00			0.00			
		Week: 10/31/16	11/06/16	MTWTF--		4			\$5.00			0.00			
2	KXLY2	09/19/16	11/04/16	11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	4	\$5.00	P-3	0.00	NM	24	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/19/16	09/25/16	MTWTF--		4			\$5.00			0.00			
		Week: 09/26/16	10/02/16	MTWTF--		4			\$5.00			0.00			
		Week: 10/03/16	10/09/16	-----		0			\$0.00			0.00			
		Week: 10/10/16	10/16/16	MTWTF--		4			\$5.00			0.00			
		Week: 10/17/16	10/23/16	MTWTF--		4			\$5.00			0.00			
		Week: 10/24/16	10/30/16	MTWTF--		4			\$5.00			0.00			
		Week: 10/31/16	11/06/16	MTWTF--		4			\$5.00			0.00			
3	KXLY2	09/19/16	11/04/16	2-3p M-F 2-3p	CM	2-3p	MTWTF--	:30	4	\$5.00	P-3	0.00	NM	24	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/19/16	09/25/16	MTWTF--		4			\$5.00			0.00			
		Week: 09/26/16	10/02/16	MTWTF--		4			\$5.00			0.00			
		Week: 10/03/16	10/09/16	-----		0			\$0.00			0.00			
		Week: 10/10/16	10/16/16	MTWTF--		4			\$5.00			0.00			
		Week: 10/17/16	10/23/16	MTWTF--		4			\$5.00			0.00			
		Week: 10/24/16	10/30/16	MTWTF--		4			\$5.00			0.00			
		Week: 10/31/16	11/06/16	MTWTF--		4			\$5.00			0.00			
N 4	KXLY2	09/12/16	10/07/16	1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	4	\$5.00	P-3	0.00	NM	8	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/12/16	09/18/16	MTWTF--		4			\$5.00			0.00			
		Week: 09/19/16	09/25/16	-----		0			\$5.00			0.00			
		Week: 09/26/16	10/02/16	-----		0			\$5.00			0.00			
		Week: 10/03/16	10/09/16	MTWTF--		4			\$5.00			0.00			
N 5	KXLY2	09/12/16	10/07/16	11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	4	\$5.00	P-3	0.00	NM	8	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/12/16	09/18/16	MTWTF--		4			\$5.00			0.00			
		Week: 09/19/16	09/25/16	-----		0			\$5.00			0.00			
		Week: 09/26/16	10/02/16	-----		0			\$5.00			0.00			
		Week: 10/03/16	10/09/16	MTWTF--		4			\$5.00			0.00			
N 6	KXLY2	09/12/16	10/07/16	2-3p M-F 2-3p	CM	2-3p	MTWTF--	:30	4	\$5.00	P-3	0.00	NM	8	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/12/16	09/18/16	MTWTF--		4			\$5.00			0.00			
		Week: 09/19/16	09/25/16	-----		0			\$5.00			0.00			
		Week: 09/26/16	10/02/16	-----		0			\$5.00			0.00			
		Week: 10/03/16	10/09/16	MTWTF--		4			\$5.00			0.00			
N 7	KXLY2	09/12/16	11/04/16	7-8p M-F 7-8p	CM	730-8p (7:30 PM-8:00 PM)	MTWTF--	:30	4	\$25.00	P-3	0.00	NM	32	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/12/16	09/18/16	MTWTF--		4			\$25.00			0.00			
		Week: 09/19/16	09/25/16	MTWTF--		4			\$25.00			0.00			
		Week: 09/26/16	10/02/16	MTWTF--		4			\$25.00			0.00			
		Week: 10/03/16	10/09/16	MTWTF--		4			\$25.00			0.00			
		Week: 10/10/16	10/16/16	MTWTF--		4			\$25.00			0.00			
		Week: 10/17/16	10/23/16	MTWTF--		4			\$25.00			0.00			
		Week: 10/24/16	10/30/16	MTWTF--		4			\$25.00			0.00			
		Week: 10/31/16	11/06/16	MTWTF--		4			\$25.00			0.00			
N 8	KXLY2	09/12/16	11/04/16	8-830p	CM	8-830p	MTWTF--	:30	3	\$5.00	P-3	0.00	NM	24	\$120.00

Order / Rev: 168734  
 Alt Order #: 08359640  
 Flight Dates: 09/12/16 - 11/04/16

Advertiser: Crapo for Senate ID (R)  
 Product Desc: MIKE CRAPO FOR SENAT  
 Estimate: 140  
**KXLY4.2**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 8-9p															
M-F 8-9p (8:00 PM-8:30 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	MTWTF--					3	\$5.00		0.00			
		Week: 09/19/16	09/25/16	MTWTF--					3	\$5.00		0.00			
		Week: 09/26/16	10/02/16	MTWTF--					3	\$5.00		0.00			
		Week: 10/03/16	10/09/16	MTWTF--					3	\$5.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--					3	\$5.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--					3	\$5.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					3	\$5.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					3	\$5.00		0.00			
N 9	KXLY2	09/12/16	11/04/16	M-F 8-9p	CM	830-9p	MTWTF--	:30	3	\$5.00	P-3	0.00	NM	24	\$120.00
M-F 8-9p (8:30 PM-9:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	MTWTF--					3	\$5.00		0.00			
		Week: 09/19/16	09/25/16	MTWTF--					3	\$5.00		0.00			
		Week: 09/26/16	10/02/16	MTWTF--					3	\$5.00		0.00			
		Week: 10/03/16	10/09/16	MTWTF--					3	\$5.00		0.00			
		Week: 10/10/16	10/16/16	MTWTF--					3	\$5.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--					3	\$5.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					3	\$5.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					3	\$5.00		0.00			
													Totals	176	\$1,520.00